

Ships Store ***Bulletin***

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TOP TEN SOFT DRINK SALES

Below are the 1999 top ranked Carbonated Soft Drinks (CSDs), as published in the Discount Merchandiser Magazine, April 2000 issue, Volume 40, Number 4 edition, according to Beverage Marketing Corporation.

Following are the top ten selling CSDs for 1999:

<u>RANK</u>	<u>BRAND</u>	<u>CASES</u> <u>(Millions)</u>	<u>MARKET</u> <u>SHARE</u>	<u>1999</u> <u>GROWTH</u>
1.	Coca-Cola Classic	2,060.6	20.3%	-0.3%
2.	Pepsi-Cola	1,436.8	14.1%	-0.4%
3.	Diet Coke	860.3	8.5%	-0.1%
4.	Mountain Dew	719.1	7.1%	-7.1%
5.	Sprite	681.7	6.7%	0.2%
6.	Dr. Pepper	629.9	6.2%	0.3%
7.	Diet Pepsi	481.1	4.7%	-0.3%
8.	7 Up	204.9	2.0%	-0.1%
9.	Caffeine Free Diet Coke	177.3	1.7%	-0.1%
10.	Minute Maid	137.0	1.3%	0.1%
	TOTAL CSDs	7,388.7		

This information is provided as a guide to help you determine what brands of CSDs to stock in your Ships Store vending operations. Based on the above CSDs market analysis, the lesson here is: STOCK NAME BRAND TOP SELLERS - and Sales/Profits/Customer Satisfaction will INCREASE.